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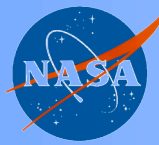
**Jet Propulsion Laboratory**  
California Institute of Technology  
Pasadena, California

# AIRS EPO

**AIRS Science Team Meeting**  
**May 3-6, 2005**

**Sharon Okonek**  
**California Institute of Technology**  
**Jet Propulsion Laboratory**

**3 May 2005**



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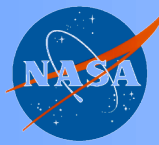


## AIRS EPO

- **AIRS Quarterly Newsletter**
  - foundation for outreach efforts
  - designed to new NASA standards for printed products
  - news, stories, information in one place
  - organize around themes (next issue - natural hazards)
  - repurpose the content for the web
  - repurpose the content for other media sources
  - distribute to team members, “Aqua-level” folks, JPL internal, AIRS data users, grow the list (let me know)
  - submit news/story ideas/cool images



*AIRS Science Team Meeting: 3-may-05-2*



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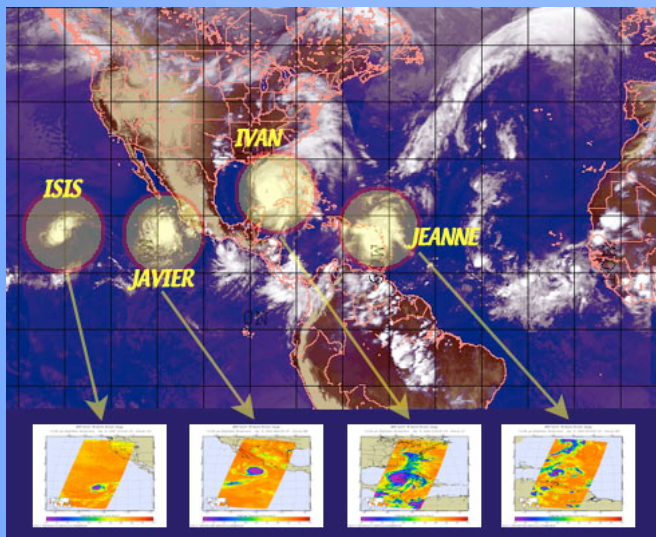
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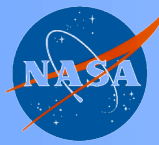
- **AIRS Web Site**

- **Due to hurricane coverage, web site visitor sessions began to increase...**
  - June shows at total of 11,400 visitor sessions
  - after start of storm coverage, July visitor sessions double to 21,000
  - August, sessions continue to climb to 27,900
  - September visitor session totals **41,625!**
- **AIRS storm pages often hit the #1 spot in search engine rankings**
- **5 of 10 AIRS web releases featured as lead story on JPL Home Page**
- **Web releases featured infrared, microwave, visible imagery plus slice-down movies and an archive**



- **Since then, a lingering effect...**
  - averaging about 17,000 visitor sessions/month
  - popular pages - data, Chahine feature story, for researchers
  - cloud and water cycle phenomena

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## AIRS EPO

- **AIRS Web Site**

- **Decide the weather events we're going to commit resources to**

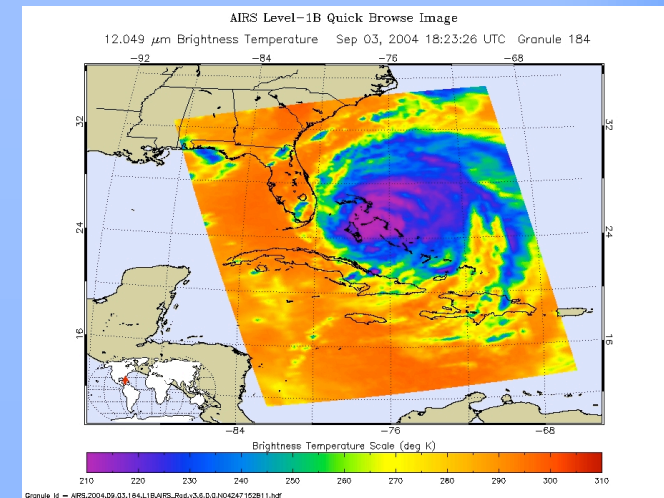
- JPL Hurricane page
- Goddard will develop a NASA Agency-wide hurricane resource web site that will encompass all of NASA's research on hurricanes to launch end of May
- links to AIRS

- **New**

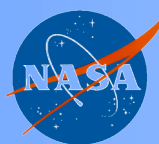
- material from the AIRS Newsletter

- **AIRS Information Archive**

- database to consolidate papers, web pages, meeting minutes, visualizations etc., in one location
- 1) FIELDS - creation date, venue presented at, location, title, authors
- 2) CATEGORIES - what topics/issues the item addresses: for example, Validation, Calibration, forecasting, water cycle, trace gases, etc.
- 3) TYPE - is the item a paper, poster, slides, meeting minutes, web page, article, committee?
- fields/categories/types will be searchable
- allow people to submit their own content







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## AIRS EPO

### • AIRS Information Archive

[Logout](#) [Main Menu](#) [Add new publication](#)

#### AIRS Publications Database

**Search Publications**

<b>Category:</b>	<b>Type:</b>
--- ANY ---	--- ANY ---
Accomplishments	Article
Calibration	Committee
Forecasting	Meeting Minutes
Hurricane	Paper
Results	Poster
Trace Gases	PowerPoint Slides
Validation	Sliders
Water Cycle	Visualization
	Web Page

'Title' OR 'Location' OR 'Presented At' fields contain:

[Hide Search Form](#)

[Search Publications](#)

Below is a list of all publications:

Title	Date	Author(s)	Location	Venue	Web Link	Category	Type
1000 Days In Orbit	1/28/2005	Thomas Pagano	JPL			Accomplishments	PowerPoint Slides
High Lapse Rates in AIRS Retrieved Temperatures in Cold Air Outbreaks	August, 2004	Fetzer, Eric J., Kahn, Brian, Olsen, Edward T., Fishbein, Evan F		AMS Air-Sea Interaction Conference, August, 2004		Results	Paper <a href="#">Edit</a> <a href="#">Delete</a>
Results from the Atmospheric Infrared Sounder (AIRS) on the EOS Aqua	11/10/2003	Aumann, H. H., M. T. Chahine, S. Lee, E. T. Olsen	Honolulu, Hawaii	30th International Symposium on Remote Sensing of the Environment		Results	Paper <a href="#">Edit</a> <a href="#">Delete</a>
Supertyphoon Pongsona Visualized from AIRS Instrument Suite Data	2003	Stuart Snodgrass				Hurricane	Visualization <a href="#">Edit</a> <a href="#">Delete</a>

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+ View the NASA Portal

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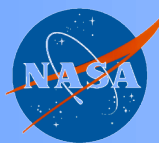
+ AIRS Home

**AIRS Publications Database**

[<<< Back to publications list](#)

<b>Publication Title:</b>	Supertyphoon Pongsona Visualized from AIRS Instrument Suite Data
<b>Date:</b>	2003
<b>Author(s):</b>	Stuart Snodgrass
<b>Web link:</b>	<a href="http://airs.jpl.nasa.gov/multimedia/visualizations/hurricane_pongsona.html">http://airs.jpl.nasa.gov/multimedia/visualizations/hurricane_pongsona.html</a>
<b>Location:</b>	
<b>Venue:</b>	
<b>Category:</b>	Hurricane
<b>Type:</b>	Visualization
<b>Notes:</b>	This 3D model of the hurricane shows the outline of clouds based on cloud top heights derived from AIRS observations.

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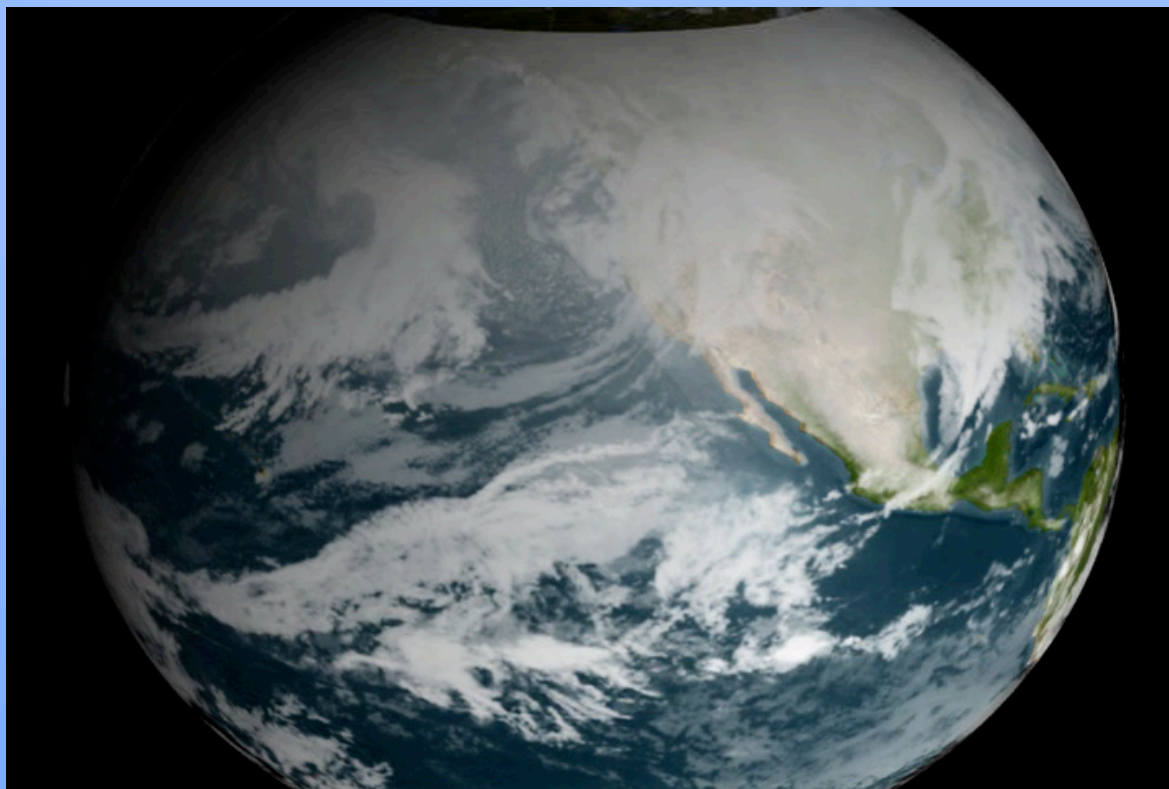
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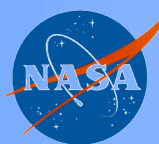


## AIRS EPO

- 3D Water Vapor Visualization from Goddard's SVS



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## AIRS EPO

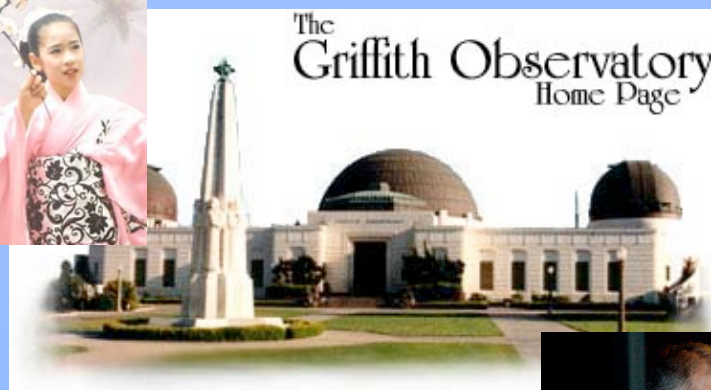
- **Press Release**

- **Forecast Impact**

- animation
- videofile
- waiting until AIRS data is being used operationally
- quote from Laudenbacher

- **Education and Outreach**

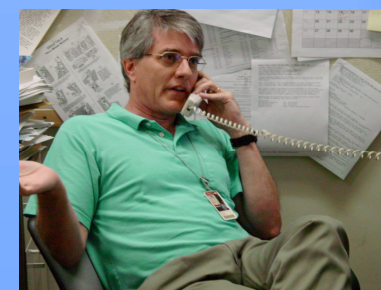
- Cherry Blossom Festival
- Career Night
- JPL Open House
- AIRS April Brightness Temp in student activity - how scientists use color
- summer interns - JPL Prof Dev, NASA Explorer Schools
- dataset for Griffith Park Observatory



- school presentations
- Solar System Ambassadors

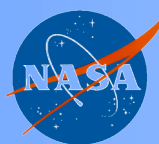
- **Earth Science Video**

- Launch events at JPL
- Homeland Security Conf
- Long Beach Aquarium
- Nat'l Air & Space Museum
- Chinese Engineers and Scientists Assn of Southern California
- JPL Von Karman Auditorium
- 200 Astronomy Clubs



***AIRS Science Team Meeting: 3-may-05 - 7***





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## AIRS EPO

### • JPL Career Night

- AIRS April 2003 Avg Brightness Temp used in an exercise designed to help students understand how scientists use color
- Parents also had a meeting with Caltech Admin rep to talk about college admissions
- Earth Scientists covering Atmosphere/Ocean/Solid Earth had demo stations - spoke to students about their specialty
- Moderated panel discussion followed by Q&A



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